Draft - External Outreach/Communication Plan

Introduction:

The purpose of the Fire Program Analysis (FPA) System is to provide managers with a common interagency process for fire management planning and budgeting. Managers will be able to use the FPA system as a tool to evaluate the effectiveness of alternative fire management strategies through time, to meet land management objectives.

This plan identifies and outlines the FPA team's communication and outreach activities. The plan's primary goal is to inform the fire planning unit's agency administrators and fire managers about the FPA system so they can prepare for full implementation in spring 2008.

The communication plan emphasizes explaining the system to all levels of federal and nonfederal wildland fire management. Communication actions take in the development, training, and implementation phases of the Fire Program Analysis system.

The plan is organized by:
- Goals
- Objectives
- Target Audiences
- Key Message Themes
- FPA Organization
- Communication Matrix

Goals:

1) Together with partners, develop and implement a coordinated, proactive outreach strategy which will support the concept and development of FPA.

2) Improve employee understanding of how the FPA tool will support wildland fire management planning.

3) Communicate the benefits of wildland fire management partners working together; sharing data, and developing an interagency analysis.

4) Help clarify expectations about what can, and cannot, be accomplished by the FPA process.

5) Provide information, talking points, and an action plan to help fire management partners understand: a) what benefits FPA can provide, and b) where they can find helpful information.

Objectives:

1) Provide fire leaders and line officers with timely and appropriate information, talking points, briefing papers, etc, so they can actively promote the FPA project.

2) The FPA Team will provide timely and appropriate information to sponsors and end-users to ensure active participation required to meet project objectives and timelines.

3) Field units will provide the FPA team feedback through various methods, such as active prototyping, workshops, and conference calls to improve the utility of the new tools and the credibility of the analysis.

4) Field units will know what progress has been made and how their feedback is used or considered through active two-way communication methods.

5) Wildland fire managers will use FPA as a tool to inform their wildland fire planning and budgeting processes.

Target Audiences:

1) The Wildland Fire Leadership Council
2) Wildland fire partners (including, state, local and tribal partners)
3) Scientific or research and academic communities
4) Executive Branch (OMB) and Congress
5) Agency personnel
   a. State fire agencies
   b. Line officers and wildland fire and fuels managers
   c. FPA Geographic Area coordinating leads
   d. FPA Prototypes Fire Planning Unit team members
   e. Wildland fire and land management planners
   f. Fire Planning Unit (FPU) personnel

Key Messages:

These key messages are a separate outcome of the communication plan and will be updated as needed. Key messages will be developed based on the following themes:

- FPA supports wildland fire planning
- FPA informs the wildland fire budget development and implementation
- FPA identifies cost-effective fire programs at the FPU scale

As key messages are developed for specific audiences or project phases, additional Outreach Plans will be written. A need for Outreach Plans was identified for:

- Line Officers and Fire Managers
- Project Implementation Phase
- Training Phase

The FPA Organization.
The FPA organization is divided into the seven components shown below.

Organization	Description
1. Executive Oversight Group (EOG)	An interagency fire management group that provides guidance and direction
2. Management Advisory Team (MAT)	An interagency group that provides feedback and guidance.
3. Interagency Science Team (IST)	An interagency group that provides advice regarding concept and system development and peer-reviews the FPA product.
4. Project Management	Project Manager, Senior Project Manager, and USDA Forest Service and Department of the Interior Business Leads.
5. Communications, Training and Support	Communications Director, two Training Specialists and Staff Administrator
6. Development Team (expanded to include ICG to facilitate development and communication)	An interagency application design and development team. Coordinates with subject matter experts and assists with training development, documentation and help desk. Divided into functional groups to facilitate FPA Prototype development
7. Implementation Coordination Group (ICG)	An interagency team that works closely with field personnel to implement FPA. Develops and coordinates training or assists with the help desk and documentation

FPA Communication Plan Matrix

Audience	Communication Vehicle	Frequency	Medium	When Delivered	Delivered by	Expected Result
Wildland Fire Leadership Council (WFLC)	Primarily briefings and teleconferences	At regularly scheduled meetings and conference calls – generally quarterly	Hardcopy briefing materials	As needed or requested	Project Manager, Forest Service and DOI Business Leads. Subject matter experts as needed.	Continue to build understanding of the utility of the system and support for the project.
Project Management Team	Teleconferences	Scheduled bi-weekly and as needed	Hardcopy agenda and supporting documents as needed.	Bi-weekly	Project Manager, Forest Service and DOI Business Leads, WO Liaisons and Interagency Science Team Leads.	Discussion of project status, issues, policy and emerging issues
WO Liaisons	Expenditure Reports, Quarterly Reports	Monthly	Hardcopy spreadsheet	Monthly	Project Manager and Senior Project Manager	Monitor expenditures to ensure the project stays within budget.
Elected Officials (Interior Appropriations) and Members of the Executive Branch (OMB and GAO)	Briefings, hearings, and teleconferences	As needed or requested	Hardcopy materials, testimony and quarterly reports	As requested	WFLC with assistance from Project Manager, Forest Service and DOI Business Lead.	Continue to build understanding of the utility of the system and support for the project.
National Fire and Aviation Executive Board (NFAEB)	Primarily Briefings	At their quarterly meeting	Hardcopy briefing materials or handouts	One week prior to meeting	Project Manager and FS and DOI Business Lead. Subject matter experts as needed.	Continue to build understanding of the utility of the system and support for the project.
Interagency Science Team	Meetings, e-mails, system documentation papers, and teleconferences	Scheduled and as needed	Hardcopy documentation as needed, spreadsheets, etc.	One week prior to meeting or when requesting feedback	Project Management and FPA Functional Teams	Obtain feedback on the system development including concepts and operational design.

Audience	Communication Vehicle	Frequency	Medium	When Delivered	Delivered by	Expected Result
Executive Oversight Group	Briefings, newsletters, face-to-face meetings, teleconferences	As scheduled	Hardcopy materials	One week prior to meeting and as requested	Project Manager and FS and DOI Business Lead. Subject matter experts as needed	Continue to build understanding of the utility of the system and support for the project
Management Advisory Team	Monthly telecons, quarterly report, newsletters, FPA list service and website, TechNews, meetings, phone calls and e-mails.	As scheduled and as needed	Hardcopy materials, presentations, e-mail, and FPA list service and website	One week prior to meetings and as requested	Business Leads with assistance from Project Manager	Frequent two-way communications Receive advice regarding system development and implementation. The MAT will be a first level "sounding board".
Other National groups and projects such as: Fuels, Budget Leads, EMDS, LANDFIRE, etc.	Teleconferences, face-to-face meetings, phone calls and e-mails	Schedule as needed	Hardcopy materials, presentations, meetings, e-mail, and FPA list service and website	As needed or requested.	Business Leads with assistance from Project Manager and subject matter experts	- To gain information about other national efforts and to explain the FPA system and how it "fits" into the wildland fire management program. - To collect information from national subject matter groups and projects.
Geographic Area Leads	Monthly teleconferences, quarterly reports, newsletters, FPA list service and website, TechNews, meetings, phone calls and e-mails.	As scheduled and as needed	Hardcopy materials, presentations, e-mail, and FPA list service and website	Teleconferences first Thursday of month and as needed	Implementation Coordination Group and Business Leads with assistance from Project Manager	- Continue to build understanding of the utility of the system and support for the project. - GA leads will assist in gathering and disseminating information throughout their geographic area.
Prototype FPU Participants - both Federal and Nonfederal	Workshops e-mails, teleconferences, quarterly reports, newsletters, TechNews, FPA list service and website, face-to-face meetings, one-on-one phone calls and e-mails	frequently	Hardcopy materials, presentations e-mail, and FPA list service and website	As needed	Prototype leads with FPA Development Team	Frequent two-way communications -Work closely with FPA team and design and build contractor(s). -Test and provide feedback to FPA development team. -Advise and validate the FPA business process and model outputs. -Assist with presenting training materials and coaching.

Audience	Communication Vehicle	Frequency	Medium	When Delivered	Delivered by	Expected Result
FPUs, Line Officers, Fire Management Officers, Planners	Briefing materials, quarterly reports, newsletters, FPA list service and website *Develop specific outreach comm. plan	As needed and as identified in specific comm. plan	Hardcopy briefing materials, e-mails, teleconferences, presentations	Quarterly and as needed	Forest Service and DOI Business Leads with assistance from Project Manager and Communication Director	Frequent two-way communications Continue to build understanding of the local utility of the system and support for the project. Reinforce guidance and direction from WFLC
FPU field users	Quarterly reports, newsletters, FPA list service and website, TechNews, face-to-face meetings, one-on-one phone calls, e-mails, and training workshops	Frequently and as needed	Hardcopy materials, presentations, e-mail and FPA website	As needed or requested	Forest Service and DOI Business Leads with assistance from agency team members and Project Manager.	Continue to build understanding of the utility of the system and support for the project. Provide the training to have the ability to fully implement the FPA system when directed.
Partners - Nonfederal wildland fire management agencies Such as: Tribal Nat'l Assoc. of Counties Internat'l Assoc. of Fire chiefs, etc.	Quarterly reports, newsletters, FPA list service and website, TechNews, face-to-face meetings, phone calls and e-mails.	Scheduled as needed	Hardcopy letters and briefing materials, and website-based materials	To be determined	Forest Service and DOI Business Leads with assistance from agency team members and Project Manager.	Continue to build understanding of the utility of the system and support for the project.